2.   (Unchanged)   A method of processing signals at a receiver station based on a received information transmission, said method comprising the steps of:

storing a subscriber datum at a computer at said receiver station, said subscriber datum being at least one of the group consisting of:

(1)   an investment datum;

(2)   a financial datum;

(3)   an income datum;

(4)   a preference profile datum; and

(5)   an interest datum;

receiving at least one control signal in said received information transmission;

detecting the presence of said at least one control signal in said received information transmission;

passing said detected at least one control signal to said computer;

generating a financial analysis by processing said stored subscriber datum in response to at least one of said detected and passed control signal; and

outputting at least a portion of said financial analysis to a subscriber.

Please cancel claims 3 to 14.

15.   (Twice Amended)   A method for information delivery for use with an interactive mass medium program output apparatus comprising the steps of:

outputting a mass medium program that explains at least one receiver specific datum, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium program for input, said interactive mass medium program output apparatus having an output device for outputting said information;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium program output apparatus having a transmitter for communicating information to a remote station;

communicating said reply to a remote station, said interactive mass medium program output apparatus and said remote station comprising a network having a plurality of transmitter stations;

generating, in said network, a user specific financial analysis which is to be output at said interactive mass medium program output apparatus, said interactive mass medium program output apparatus having a receiver for receiving at least a portion of said user specific financial analysis from said remote station;

delivering said user specific financial analysis.

Please cancel claims 16 to 27.

28. **(Amended)** A method of processing signals at a receiver station based on a broadcast or cablecast transmission, said method comprising the steps of :

(a) storing a subscriber datum at a computer at said receiver station, said subscriber datum being at least one of the group:

(1) an investment datum;

(2) a financial datum;

(3) an income datum;

(4) a taste preference datum; and

(5) an interest datum;

(b)   receiving one or more control signals in said broadcast or cablecast transmission;

(c)   detecting the presence of said one or more control signals in said broadcast or cablecast transmission;

(d)   passing said detected one or more control signals to said computer;

(e)   selecting a mass medium program on the basis of a stored datum;

(f)   outputting said selected mass medium program to a subscriber at said receiver station; and

(g)   explaining some portion of a user specific financial analysis in said selected mass medium program, said user specific financial analysis being based on pre-stored subscriber data.

29.   (Unchanged)   The method of claim 28 further comprising the step of generating a value datum by processing said stored subscriber datum in response to one or more of said detected and passed control signals.

30.   (Amended)   A method of communicating subscriber station information from said subscriber station to one or more remote stations, said method comprising the steps of:

(1)   storing subscriber data at said subscriber station;

(2)   receiving a viewer's or participant's response to an output at said subscriber station;

(3)   processing an instruct signal which is effective to deliver a user specific financial analysis at said subscriber station in response to said viewer's or participant's response at said subscriber station, said processing at said subscriber station directed by instructions from said instruct signal, said user specific financial analysis being based on pre-stored subscriber data;

(4)   ~~generating one~~ or more subscriber specific data from said step of processing;

(5)   transferring said one or more subscriber ~~specific data from said step of generating from said subscriber station to said one or more remote stations.~~

Please cancel claims 31 to 37.

38.   (Unchanged)   A method of communicating program material to a receiver station which includes a broadcast or cablecast program receiver, an output device, a control signal detector, a processor operably connected to said output device, wherein said receiver station is adapted to detect and respond to one or more instruct signals, said method comprising the steps of:

receiving a program to be transmitted at a transmitter station and delivering said program to a transmitter;

receiving and storing said one or more instruct signals at said transmitter station, said one or more instruct signals at said receiver station operating to deliver a user specific financial analysis, said user specific financial analysis based on pre-stored subscriber data;

transferring said one or more instruct signals to a transmitter; and

transmitting from said transmitter station an information transmission comprising said program and said one or more instruct signals.

39.   **(Amended)**   The method of claim 38, wherein some identification data or said one or more instruct signals are embedded in a mass medium program signal including said program.